

To: Richards, M  
From: Alese, Louann F.  
Posted: 10/11/98 19:44  
Opened: 10/14/98 14:08  
Subject: Synopsis of Sales Rep 'W/W'

Marshall,

The following is the information you requested:

- Kevin and I contacted 12 calls together; it is important for you to know that Kevin needed to see his customers for his monthly coverage therefore we did make 'complete' calls in his 7-11's.
- 11 out of 12 calls had Moonlight in stock.
- Product availability was excellent in every store contacted—most low stocks or out of stocks were noted on Moonlight brands (mainly Planet).
- All stores contacted had appropriate promotions in place with the exception of the 'aggressive' price reductions in one 7-11 convenience store. This one store that shows aggressive in promoting also shows increases in RJR volume. The majority of calls made today that had promoted product also had straight product on hand.
- All stores had clear price communication on contracted and supplemental displays.
- One positive note about this type of working besides increased call count is that it to get extra prebooks written on any low stocks found; meaning I was able to react much faster to growth on a particular brand style or brand family.
- We observed the fast turnover of the Moonlight styles--especially in the 7-11 convenience stores and starting using that as a proof source in speaking to my retailers. I feel that the movement in 7-11 on Moonlight proves that having a prime location for these brands has ample effect on its success.
- Kevin and I both agreed that the plan-o-grams for the 7-11 stores have to be clearly determined for each store (there is a meeting on Tues. to clear that up).
- Another positive note about this type of working is that we were able to exchange ideas in the way we work and what improvements can be made. For instance, I suggested to Kevin that he use the work request function more often to communicate to the Retail Rep as to what he wants done on a particular date-- instead of communicating mostly through the notes section (I believe 7-11's would become more of a 'priority' to the Retail Reps if they were forced to follow their schedule because there is a work request to be performed on that scheduled day. For instance, if a Retail Rep has 30 work requests for independent stores scheduled in a particular week essentially these independent stores automatically become a priority to the Retail Rep as opposed to stores without a request.)
- I noted in Kevin's assignment that the FPDs were well loaded with product, which is maintained by the stores clerks, this is quite an accomplishment in these type of outlets.
- Kevin noted that every store contacted today in my assignment, with the exception of one low volume store, had distribution and presence on our private label if there was a competitive private label in distribution.

If there is any more information needed please let me know. Enjoy your weekend!

~Louann Alese

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